



WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA  
35 EAST 39TH STREET, NEW YORK 16, NEW YORK

Vol. 14, No. 40

October 3, 1959

JOIN THESE DATES ON YOUR

## CALENDAR



**Thurs., Oct. 8 — Open House.**  
H.E., V.K. Krishna Menon, Minister of Defense of India and head of the Indian Delegation to the United Nations. Cock-tails, 6:15 p.m., dinner and speech, 7:00 p.m.



Mr. Krishna Menon, one of the most colorful figures in UN diplomacy, will discuss world issues and answer questions. Please make reservations.

**Wed., Oct. 14 — Regional Dinner:**  
Hawaii. Reception, 6:00 p.m., dinner 7:00 p.m.

Member and ONE guest only.

**Thurs., Oct. 20 — Open House.**  
Wm. L. Lawrence discusses his new book, *Atoms and Men*.

**Tues., Oct. 27, 7:30 p.m. —**  
Semi-Annual Meeting of OPC membership.

## CLARE BOOTH LUCE NAMED FUND DRIVE CHAIRMAN "WORLD PRESS CENTER" PLANS AND COSTS STUDIED

Clare Boothe Luce will serve as chairman of the World Press Center campaign to integrate present OPC headquarters with 33 East 39th St., it was announced this week by Ben Wright, steering committee chairman.



CLARE BOOTHE LUCE

The drive, which will seek funds to combine and convert the two buildings into expanded, more efficient quarters, will be launched about November 1, Wright

said. Previously, it had been estimated that the target amount would be more than \$300,000.

Mrs. Luce, author, editor and former U.S. Ambassador to Italy, was treasurer of the 1953-54 fund drive which successfully raised more than \$364,000 to buy, equip and redecorate the present OPC building at 35 East 39th St. Edward R. Murrow and Patricia Lochridge Hartwell were co-chairmen of the original campaign.

Accompanied by her husband, Henry Luce, Mrs. Luce visited the Club last week and accepted an invitation to spearhead the program at a meeting with President John Wilhelm and Wright.

### Three Year Discussion

Plans to enlarge present Club facilities have been under discussion for more than three years. The OPC's increased membership, virtual round-the-clock use of lounge, library and meeting rooms, burgeoning program activity and a heavier tax on dining room accommodations have all contributed to congestion and lessened efficiency.

Moreover, use of Club quarters by visiting U.S. and foreign correspondents, by student journalists and for working press conferences has placed space at a premium.

"We hope by this new expansion to realize more fully our goal of providing a well-equipped well-integrated 'World Press Center,'" Wright said.

Present plans call for breaking through the com-



WRIGHT

mon walls between the first and second floors in both buildings, for doubling the space currently available for meetings, luncheons and dinners and for increasing semi-office areas in the new building. Redecoration of the converted quarters is also contemplated.

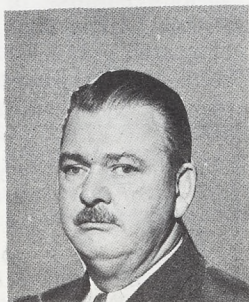
(Continued on page 7.)

## Khrushchev's Strenuous Pace Around Country Turns Newsmen into "Beat-Up" Looking Tribe

By William L. Ryan  
AP News Analyst

It was a strange-looking tribe gathered in the huge Gettysburg gymnasium which served as a press room during the Khrushchev-Eisenhower talks. The tribal marks were dark circles under the eyes. A more beat-up bunch of journalists would have been hard to find.

These, members of the press of all continents, included veterans of wars, revolutions, political conventions and similar disasters.



RYAN

Few would have disagreed with the statement that tailing the human dynamo from Moscow about the country was just about the roughest assignment of all.

By Saturday night in Gettysburg, I wasn't in very good shape myself. I had just finished talking to Washington on our special line, and hung up the receiver on my typewriter.

### "Where Are We?"

Pete Lisagor of the *Chicago Daily News* was dictating: "Soviet Premier Khrushchev arrived today in..." He stopped, and looked around at his bleary-eyed colleagues. "Say," he demanded, "where the devil ARE we, anyway?"

AP's state department expert John Scali by this time was what you might call motorcade-conscious. The time of

(Continued on page 5.)



## Radio Station WMCA To Tell "OPC Story"

"The OPC Story" will occupy the entire two hours of the well-known *Barry Gray Show* over radio station WMCA on Saturday, Oct. 10 from 11 p.m. to 1 a.m., it was reported this week.



SWINTON

DAY

The conversational commentator has placed his air time at the disposal of the Club, according to President *John Wilhelm*, who will moderate the program, as a gesture of recognition for the OPC's efforts on behalf of freedom of the press.

*Stan M. Swinton*, *John Day*, *William Ryan* and *William C. Payette* will be among the OPCers who will appear on the pre-recorded program to trace the Club's history, explain its objectives and activities and discuss future projects.



PAYETTE

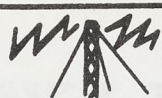
The date: Saturday, Oct. 10. The time: 11 p.m. to 1 a.m. The place: WMCA (750 kc.)

## SEMI ANNUAL MEETING

The Semi-Annual Meeting of the membership of the Overseas Press Club will be held at 7:30 p.m. Tuesday October 27th, it has been announced by Club Secretary *Will Yolen*.

The meeting is being held to carry out routine Club business as provided for in Article X, Section Two, of the Constitution which reads: "The membership will hold business meetings in October and April at a time and place designated by the Board of Governors. Notice of this meeting shall be given at least one week in advance."

*James Sheldon*, Coordinator of Committees, is asking all Committee Chairmen to submit a one-page typewritten report on the activities of their committee during the first half of the Club year. Committee Chairmen will present the reports in person insofar as they are able to be present.



## OVERSEAS TICKER



### PARIS

An era has passed in Paris with the retirement of the "dean" of working correspondents here, Henry "Hank" Wales, *Chicago Tribune*. Hank has gone back to U.S. after nobody knows how many years in Paris for the *Chicago Tribune*. He had been President of the Anglo-American Press Association back in 1930.

*Chicago Tribune* office now stands virtually empty (old-timers remember when it published a Paris edition), although secretary Mrs. Yelda Molvan denies rumors that the bureau is being closed. Wales' No. 2 man, Paul Ress, is back in N.Y., reportedly on *World-Telegram & Sun*. *Larry Rue* looks in now and then from Bonn.

New "dean" here subject to verification, might be *Volney Hurd*, *Christian Science Monitor* bureau chief.

*Edwin Newman*, NBC, back from special U.S. TV show, and off to London for British elections. *David Schoenbrun*, CBS, also back from U.S. where he delivered an address, and is in London for elections. *Lou Cioffi* back from real tough assignment — poor fella — covering grape gathering and wine harvest in Burgundy.

*Waverly Root*, Atlantic Features, back from week in London and another week — this time vacation — on an island off Brittany, has just finished a light novel. *Ed Taylor*, *The Reporter*, back from Sardinia and working on book.

*Douglas H. Schneider*, former chief of USIS France 1945-48 and director of Mass Communications for UNESCO 1949-55, has been appointed Cultural Attache of U.S. Embassy in Paris.

*John McGivern*, Press Wireless, back from home leave on Long Island, N.Y.

*Roberto Esquenazi-Mayo* in Paris with wife on assignment for half a dozen newspapers in Latin America, and will tour Europe for about 6-8 months.

*Henry R. Luce* Time-Life Inc. had a private interview with President Charles de Gaulle. *Bernard S. Redmont*

### TOKYO

*Igor Oganessoff* of the *Wall Street Journal* returned to Tokyo from Laos in mid-September and will be off again, on October 1, this time for the U.S.

He plans to spend several weeks in New York in mid-October.

*John Randolph*, AP Tokyo bureau chief to Korea for a week's visit.



*AL AXELBANK* has left Pacific Stars & Stripes in Tokyo and begun working in UPI's Tokyo bureau.

*LeRoy Hansen*, UPI's Tokyo news editor and current President of the Foreign Correspondents Club of Japan, will address the Japan Newspaper Publishers and Editors Association as foreign press representative when the JNPEA convention opens in Tokyo Oct. 1.

*Ronald P. Kriss*

### FAR EAST TOUR PROPOSED

The Outside Events Committee of the OPC will propose to the Board of Governors at its next meeting that the Club sponsor a 30-day working tour of the perimeter countries of Red China, including visits to Tokyo, Hong Kong, Viet Nam, Laos and Bangkok, and return by way of either Manila or Delhi.

According to *Trevor Christie*, who Chairman *William Foster* placed in charge of the tentative project, the tour would include only members of the Overseas Press Club; a DC6C would be chartered for the trip which would permit the total transportation and hotel cost to run as low as \$1,430 if as many as 80 members signed up for the tour.

The committee proposes that the tour not be carried out unless at least 50% of those joining the tour are active members or working members.

The tour would be for members on active journalistic assignment with a serious purpose of bringing back copy, photos, films and research data. The chartered plane would be able to devote considerable space to cargo so that books, records, films and tapes could be carried.

The Overseas Press Bulletin is published weekly by The Overseas Press Club of America, Inc. Subscription price: OPC members, \$8.00; non-members, \$20.00. Address: The Overseas Press Bulletin, 35 E. 39th St., New York 16, N.Y. Tel: MU 6-1630. Cable: OVERPRESS NEWYORK.

Issue Editor: Jim Quigley.

Managing Editor: Barbara J. Bennett.



## OPC HONORS MARGARET "MAGGIE" BOURKE-WHITE

Margaret Bourke-White had the time of her life at a big, noisy and amiable party in her honor Sept. 22 at the OPC. She faced the ordeal with a poise that proved the extent of her triumph over Parkinson's disease.

Some 170 fellow photographers and war correspondents turned out to celebrate her return to work as a *Life* magazine staffer. One flew home from Moscow for the occasion.

### Welcoming Sign

"Maggie's Back," proclaimed a big sign over the bar, and under it a nine-man Madison Avenue band called the Many-Splendored Stompers rocked the building with hot jazz.

Through it all, she smiled a quiet smile, looking chic in a red and black dress of printed cotton satin.

At a crowded reception, publisher Henry R. Luce recalled that he had carried her camera on her first story for *Fortune* in 1929.

At dinner, John Wilhelm, club president, termed her "one of the greatest photojournalists of all time."



From left to right: Will Yolen, Club Secretary; Mrs. Clare Boothe Luce; Mrs. John Wilhelm; Henry R. Luce, publisher of *Time-Life*; Miss Bourke-White and John Wilhelm, Club President.

It was a big night for Will Yolen, too. Proof of this is his comment on presenting Maggie with a testimonial.

"I've been elected secretary three times, a member of the executive committee, assistant to the president, chairman of the 'building next door'...chairman of a half dozen other committees...but this is the first time they've ever let me make a speech in this dining room.

"It's beyond my wildest dreams that in this, my maiden speech, I should be welcoming Maggie back to the OPC."

Will H. Yolen, club secretary, presented her with a basketball and practice hoop for exercising at her home in Darien, Conn. He said he had been coaching her to play basketball and "in a couple of months she will be ready to play with the New York Knickerbockers."

### The "Old Try"

She demonstrated by tossing the ball the length of the speakers' table.

"I didn't know you really cared," she said when managing editor Edward K. Thompson of *Life* presented a monstrous wooden camera decked with flowers.

Yolen also presented the original drawing of her portrait as it will appear with her story, condensed from *Life*, in

(Continued on page 7.)



Margaret Bourke-White receives an exercise ball from Will Yolen (left) club secretary, and Edward K. Thompson of *Life*. Yolen holds a drawing of Maggie. In the background is a wooden camera decked with flowers.



## "INTOURIST" PROVES HELPFUL TO CORRESPONDENT VISITING RUSSIA

By Mary Hornaday

Foreign correspondents, along with other Americans, have been flocking to the Soviet Union this summer but most of them have gone "Intourist."

Dear, dear Intourist. You can't get along with them and you can't get along without them!

A few terribly high-principled U.S. journalists like Eve Edstrom of the *Washington Post* have waited months for a temporary journalistic visa from the Soviet government that would enable them to file by cable and go through the daily exasperations with the Gorki St. censor. Most of us have not been that patient.

### Took A Chance

I took my chance with Intourist and have not come out too badly in collecting feature material on how the Soviet people live. In fact, I was able, even with tourist travel restrictions to get around a good deal more in Central Asia and the Caucasus than some of the regular American correspondents stationed in Moscow.

The Cosmos Travel Bureau, in New York, agents for Intourist, has great respect for journalists and is quite cooperative as far as it can be. Of course, it cannot help it if the Soviet Embassy in Washington comes through with your visa on the very morning you are to leave. From May Day on this year the Embassy never got over being swamped.

### Heart Attack

Whether or not visiting American correspondents should look up *Tass* or *Pravda* correspondents they have known abroad is debatable. A fellow American journalist at my hotel made an appointment with a man from *Pravda* for lunch. When he didn't show up, she hot-footed it over to the *Pravda* office. After some to-do, the secretaries and office boys came out and announced he had just had a "heart-attack". "That's usual", commented one of the oldtime U.S. correspondents in Moscow.

Some fear of associating with Americans lingers from police-state days though much of it should have disappeared in this year of the big American invasion. A lady sitting next to me on a jet from Leningrad to Moscow whispered her phone number, then warned me "Phone, don't write". "A few years ago", said Harrison Salisbury, "she wouldn't have given you her phone number".

Inez Robb, who early in the season asked Intourist to produce her "opposite number" — that is a nationally-known Soviet lady columnist, had no luck at all. If she had had more time and had gone through the Cultural office she might have had results. Top political people,

both men and women, are hard to see. Yekaterina A. Furtseva, No. 1 woman at the Kremlin, apparently never answers any requests for interviews.

On the other hand, even Intourist seems willing and able to break through to the editors of the *Soviet Woman* magazine and to the Committees of Soviet Women in Moscow and in the various republics. At this level, Russians are usually friendly and will go out of their way to assemble themselves and their staffs around a table laden with local fruits, breads and drinks and spend a good deal of time answering questions.

### Non-Psychiatric Replies

The big problem is how to get close enough to the people, with or without an interpreter, to get replies to such questions as: "How can you make love to a woman who has been driving a steam-shovel all day?" or "Doesn't it bother you that your wife makes three times as much money as you do?" But even this is not impossible if one watches for the right opportunities and then bears down hard. The answers are usually straightforward, old-fashioned and non-psychiatric.

One of my lucky breaks was running into a junket of American newsmen visiting Kiev just when I was being frustrated in a determination to visit a collective farm. "Why don't you get them to let you come along with us?" said AP's Preston Grover. I tried. The Intourist chief said the visiting newsmen were under the Cultural office and I was under Intourist, but he would see. The next morning just as I was finishing my breakfast, my Intourist guide rushed in. "Come", he said. We must go to the collective farm. We have just 10 minutes". Here I must say "thanks" to all the Moscow correspondents who have been magnificently kind, patient and hospitable to the many visiting firemen in Moscow this summer.

Intourist also will not get you into any homes, but I managed to get in one by accompanying a woman who "had a friend---"

### VIP Treatment

Right now the Soviets are more interested in big delegations and specialists than in individual journalists. If you can make yourself out as someone influential in getting them foreign trade, you are most popular and are likely to find yourself swept up in a big formal procession with bouquets, banners and vodka toasts.

In Yalta, my Intourist guide, noting my hunger for news of the outside world, told me I could "buy an English-language paper here". I went downtown. I found *The Worker*, flown from the United States and *The Daily Worker* from London. I

opened *The Worker* and read a headline. It said: "John Foster Dulles dies a failure". I went back to the guide. "I may not" I explained, "approve of everything Dulles did but as a journalist I cannot read anything that is so black-and-white". She replied, a little confidentially: "If you buy the *Daily Worker* from England, I think you will find it more balanced".

Back in the United States, I asked a group of 10 visiting Soviet journalists if they would approve an exchange of the *New York Times* (in Russian) and *Pravda* (in English). Alexander Chakovsky, Board member of the Soviet Writers Union, their leader, indicated that any introduction of the *Times* into the Soviet Union would certainly have to be carefully supervised in Moscow by an editorial board.

### Nyet, Works Both Ways

Leaving the Soviet Union, I crossed the border at Lvov, with half a dozen other Americans. I was the only one whose baggage was carefully inspected. Maybe it was because my passport said "journalist" and they suspected I might be carrying stuff home for my friends. But maybe it was because I answered some of their questions in feeble Russian. The other Americans were asked: "Do you speak Russian? German? French?" The answers were all "no" and in desperation they were told to "pass along then". But at least I ate better than most of them since almost all menus in the Soviet Union are still in Russian and I was able to break through — especially to students — for some really hopeful people-to-people conversation.



MARY HORNADAY

Mary Hornaday has been in the New York bureau of the Christian Science Monitor since 1948, covering among other assignments, the United Nations. A graduate of Swarthmore College, she was born in Washington, D.C., of a newspaper family.



## KHRUSHCHEV'S PACE

(Continued from page 1.)

the motorcades had passed, but not in the Scali subconscious. Awakened at the Gettysburg Hotel by a telephone call, he grabbed the instrument and shouted sleepily: "Hello! When's the motorcade?"

Another correspondent, hearing his alarm clock go off in the morning, put it to his ear and hollered "hello" as a matter of normal reflex.

Scripps Howard's *Henry Taylor* plopped wearily into a chair at the Gettysburg Hotel and allowed as how the Arab rebellions last year had been a sight simpler and easier on the constitution.

### Perpetual Motion

Most of those present, including pop-eyed Soviet journalists who had never witnessed such carryings-on before in their lives, had been through 13 endless meatgrinder days. From the moment Nikita Sergeyevich Khrushchev stepped from the huge TU-114 turbo-prop plane at Andrews Airforce Base until he reboarded it with a parting "very okay" to his american hosts, there had been no rest.

Even the soviet journalists, normally circumspect about such things as straight news coverage, got into the spirit of it. Khrushchev had, for example, been into New York from Washington about 20 minutes, and the wire services and local press had the story neatly packed up, when the TASS teleprinter stuttered excitedly with a flash: "Khrushchev's train has passed through Trenton!"

The trouble with Khrushchev was that you never knew what he might do, or when, or how. If he had a prepared text, you usually got it about 10 minutes after he started speaking. But it often meant little, anyway, since he ad-libbed freely and pithily.

He maintained a cherubic smile while he was enjoying himself and while his audiences listened quietly and respectfully to his lectures. When he was interrupted, his face turned thundercloud. The 65-year-old communist boss waved a pudgy fist, shook a warning finger, frowned a prodigious frown. He even threatened to pack up and fly home, and there were many among his journalistic audience murmuring a prayer that he'd carry out the threat.

It was a time of diplomatic circus the like of which never had seen before. The doughty five-by-five soviet boss traded acid quips with his Hollywood hosts, denounced the "can-can" as immoral, accused Los Angeles' Mayor Norris Poulson of not reading his own American newspapers, showered pointed proverbs all over the place.

The wildest scene of all came in San Francisco, when Khrushchev and party made a once neat and respectable supermarket look like the victim of one

of Hurricane Gracie's western cousins.

One photographer was buried under a shower of 7-Up bottles. Another came crashing down from a high shelf, under a rain of canned goods. Women screamed. Babies bawled. The supermarket manager wrung his hands and awed clerks hid behind counters as a horde of newsmen crashed forward to chronicle for posterity the pearls of wisdom dropping from the lips of the Great Man from Moscow. And the Great Man just beamed. He loved every minute of it.

Coon Rapids, Ia., never will be the same again. It was there that, trampling over some of Farmer Roswell Garst's prized crops, reporters and photographers were on the receiving end of some well-aimed Garst kicks.

One of those who got kicked was the dignified representative of the dignified *New York Times*, Moscow veteran *Harrison Salisbury*. One might have expected the heavens to open and the thunder to roar. Even the bellowing Farmer Garst stopped throwing corn cobs and kicks at the press, in sudden recognition of the enormity of his act.

"See," he shouted to the others. "Even Harrison Salisbury can get it."

Working conditions at Coon Rapids were far from ideal. AP was quartered in a barn, in the cubbyhole normally used as a veterinary station. UPI had another part of a barn, and before it could be put to use, UPI men had to shovel out a considerably quantity of the material one would normally expect to find in a cowbarn.

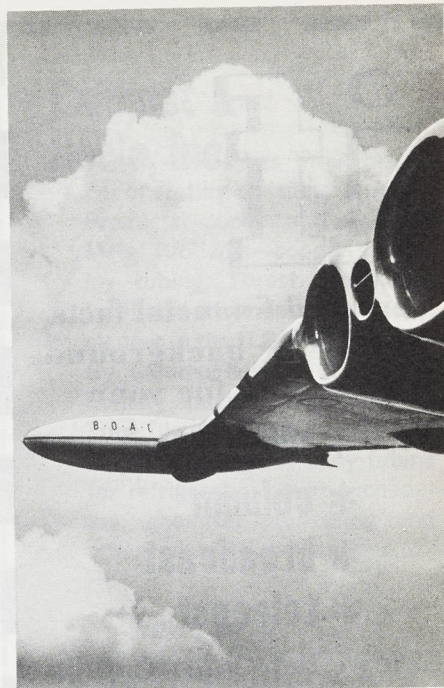
Garst and Khrushchev got along well. In personality, they seemed to have a good deal in common. With a will, Khrushchev joined in the fun of shooing the press away from the tall corn.

### Relative Calm

There was, however, a short period of relative calm. That was when Khrushchev and the President retired to Mr. Eisenhower's lofty aerie in the Catocin Mountains of Maryland, Camp David, for their Friday-to-Sunday talks.

Reporters and photographers set up a watch in the fog-shrouded mountains, guarding the road down which the two statesmen would have to pass if they were going to get out of the area by land. Automobile trunks served as desks for typewriters. And AP's Art Edson, brooding about the lot of journalists in general, unslung his portable, and wrote the lead of the year: "The leaders of the two most powerful nations on earth met today in a complete fog..."

In the long run, however, Khrushchev found the American press, apart from a few well-known warmogers and promoters of the cold war, had been objective and fair to him. Coming from Khrushchev, after two weeks of mayhem, that was a rare tribute.



## Jetliners serve the Airborne Press

JETLINERS are news. Hot news! We've had our share of the headlines. And we're grateful.

Here are the two latest BOAC planes which serve the airborne public...and the airborne press:

- COMET 4—"Pure jet."
- BRITANNIA—"Jet-prop."

Do you get assignments in Europe? In Africa, Asia...or *anywhere* in the world? Fly BOAC—and get right to the news—in a hurry!

For your convenience there are BOAC offices in these U. S. and Canadian cities:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington, Montreal, Toronto, Vancouver, Winnipeg.

World Leader in Jet Travel

# B·O·A·C

takes good care of you



# if

you need financial facts,  
figures or background  
information for your

- \* news story
- \* column
- \* broadcast
- \* telecast

Can we help you? Call on  
**Henry Gellermann,**  
Public Relations Director

**BACHE & CO.**

Founded 1879

36 Wall Street, New York 5, N. Y.

Teletype: NY 1-2733 Cable: BACHECO



**JULIEN  
BRYAN**

Will talk with and show his sensational  
New Documentary film—

## "Miracle in Poland"

1936 PEACE

1939 WAR (Bryan's "Siege" of Warsaw)

1946 RUINS

1959 THE RETURN

This film will be shown by Bryan this fall and winter in 50 major U.S. auditoriums, including Carnegie Hall, New York; Orchestra Hall, Chicago; and The Academy of Music, Philadelphia. See "LOOK"—Sept. 1st issue.

Fee \$500

Write to:

**INTERNATIONAL FILM FOUNDATION**

1 East 42nd Street, New York 17, N.Y.

OXford 7-6820

## Gallagher Opens Exhibit of "Photo Rejects"

"Rejects" is the intriguing title of Barrett Gallagher's new exhibit in OPC's stairway gallery, opened Sept. 29.



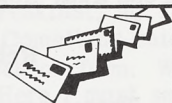
A former president of the Magazine Photographers Association, and well-known specialist in U.S. Navy photography. Gallagher has sold work with conspicuous success to *Fortune*, *Time*, *Life*, *Collier's*, *Saturday Evening Post*, *Esquire*, *McCall's*, *Architectural Record*, *U.S. News & World Report*, *N.Y. Times Magazine*, *This Week*, and a host of other publications.

Explaining his current exhibit, however, he says:

"Editors do not choose which picture to print only for photographic merit — and any print they do not use is designated 'Reject.' Photographers think that much of their best work is buried in the file under this unflattering designation. This exhibit is a collection of 'rejects,' some accompanied by a tear sheet to show what appeared in print."

Open House Chairman Jim Sheldon says a special table will be designated in the bar — if necessary — to let OPC members pass judgement on the editors.

## LETTERS



Dear John:

I am writing a separate note to Ben Cohen, but I want also to express my deep appreciation to you — and through you to the members of the Overseas Press Club — for your hospitality to the members of our seminar for Latin-American newspaper executives.

The evening was one that the visitors from south of the border will remember long and pleasantly. The opportunity for fellowship with the Club members, your gracious words of welcome, and the discussion moderated so ably by Ben, all contributed to a fine occasion.

Our Latin American friends, and the Institute send you very warmest thanks.

Sincerely,

Walter Everett  
Associate Director

American Press Institute  
Columbia University

Remington Rand—the business that serves all business — can play on the newsman's team, too! More than 600 branches in just about every country of the free world, plus a continually growing investment in overseas plants and manufacturing facilities, insure an intimate knowledge of each country and its personalities.

Whether it's just relatively simple information you want, or help in digging out hidden facts, our local representatives are ready and willing to lend a hand. Call or wire Arch Hancock, Director, Public Information at New York Headquarters. He'll point you in the right direction.

**Remington Rand**

DIVISION OF SPERRY RAND CORPORATION

315 Fourth Avenue, New York 10, N. Y.

The foremost name  
in photographic  
reporting...



**UNITED PRESS INTERNATIONAL**

Commercial Photography  
Division

**OFFICIAL PHOTOGRAPHERS FOR  
THE OVERSEAS PRESS CLUB**

WORLD HEADQUARTERS  
461 EIGHTH AVE., NEW YORK, N. Y.

Roy Mehlman, Director  
Commercial Photography Division





Miss Bourke-White and John Wilhelm, Club President, dance a step or two, as the Madison Avenue Many-Splendored Stompers belt one out. At the microphone is Marie Janice.

## "WORLD PRESS CENTER"

(Continued from page 1.)

Moving to anticipate the campaign kickoff date, the newly-appointed steering committee held its first meeting at the OPC Monday. Building plans and and costs of the entire program were discussed. Within the next fortnight the committee hopes to have its budget in order. Meanwhile, costs of combining quarters and facilities of the two buildings are being weighed by Joe Ryle and his architecture and decorating committee, and the over-all budget will be set following recommendations from the finance committee headed by A. Wilfred May.

At the Monday steering committee meeting, two chairmen reported the addition of new members to their groups.

May said his finance committee would include Dean Edward W. Barrett, Emanuel M. Freedman, Dorothy Omansky and Ansel E. Talbert.

Current members of the promotion committee, headed by Richard Anderson, are Don Feitel, Dickson Hartwell, Will Oursler and Joseph Willicombe, Jr.

## Brochure Planned

Anderson stated that work is progressing on a brochure designed to be the principal "leave-behind" tool of the fund raising effort. Preliminary copy has been completed by Will Oursler, and sketches of the exterior treatment of the combined buildings and two floors indoors are on the drawing boards of two artists commissioned by Ryle's committee.

With announcement of the campaign, program headquarters on the first floor of 33 East 39th St. are now officially open, with William Mapel, consultant, in charge. Last week Miss Kay Avery joined the campaign staff as administrative assistant.

Present at the Monday steering committee meeting were:

Wright, John Barkham, Hartwell, Anderson, Charles T. Kline, Inez Robb, Ralph H. Major, Jr., Wilhelm, Frank Wachsmith, Ryle, Mapel and Miss Avery.

## OPC HONORS "MAGGIE"

(Continued from page 3.)

the October Reader's Digest. William P. Gray of Life International, master of ceremonies, said the story will be dramatized in a TV spectacular in December.

Miss Bourke-White has told how, while in Tokyo in 1952, she was stricken with Parkinson's disease, which she described as the shaking palsy mentioned in the Bible.

Through a painful program of special exercises, she fought a lonely battle against the paralyzing disease. A recent brain operation effected further cure.

## Calumet & Hecla, Inc.

has three principal operating divisions: Primary Products—copper and uranium; Metal Products—copper and alloy tubing; Forest Products—lumber and wood products. A pioneer in the U.S. copper industry, Calumet & Hecla's principal activity today is its Wolverine Tube Division, leader in production of copper and alloy tubing for refrigeration, heat exchangers, chemical processing and other industrial applications.

Helping tell the story of Calumet & Hecla, Inc., and other leaders in American industry is the business of

## Burson-Marsteller associates, inc.

New York • Chicago • Pittsburgh • Houston  
PUBLIC RELATIONS

**TWA** FASTEST JETLINER IN THE U.S.  
**BOEING 707**

Already flying millions of Jet passenger miles each week, TWA's mighty Jet fleet is growing by the hour!

**TWA JETS  
NOW SERVE**

**NEW YORK • CHICAGO • ST. LOUIS • WASHINGTON-  
BALTIMORE • LOS ANGELES • SAN FRANCISCO  
PHILADELPHIA • PITTSBURGH • KANSAS CITY • MIAMI**

*Gordon Gilmore*  
Vice-Pres. Public Relations  
Trans World Airlines

FLY THE FINEST  
**FLY TWA**  
USA • EUROPE • AFRICA • ASIA





## SOUTH ATLANTIC CONQUERED BY AIR

MERMOZ • DABRY • GIMIE  
ESTABLISH FIRST COMMERCIAL  
TRANS-ATLANTIC AIR SERVICE



SAO PAULO, BRAZIL, May 13, 1930  
—The first trans-atlantic commercial flight became history this morning when Jean Mermoz and two companions landed at Natal at 6:12 after a flight of 20 hrs. and 16 minutes from St. Louis, in Senegal, Africa. The intrepid French fliers were eagerly awaited in Rio de Janeiro to

**FIRST IN INTERNATIONAL AIR TRAVEL!** This year marks Air France's 40th Anniversary as the world's first international airline. During these 40 years, there have been many changes in equipment, routes and airline philosophy. But one thing remains constant. Air France still follows the great tradition of French leadership in aviation. That's why this year, when other airlines are making plans, Air France is making history with the fastest jets in Europe and the Middle East. Next year, Air France will cover the world's largest route network with one of the largest pure-jet fleets in the world.



# AIR FRANCE

WORLD'S LARGEST AIRLINE/WORLD'S FIRST INTERNATIONAL AIR SERVICE